

**CITY OF DELTONA, FLORIDA  
ECONOMIC DEVELOPMENT LAKESHORE ECO-ECONOMIC &  
MICRO-INCUBATOR STUDY SUB-COMMITTEE MEETING  
FRIDAY, October 12, 2012**

A Regular Meeting of the Economic Development Lakeshore Eco-Economic & Micro-Incubator Study Sub-Committee was held on Friday, October 12, 2012 in the City of Deltona's 2<sup>nd</sup> Floor Conference Room at 2345 Providence Blvd., Deltona, Florida.

**1. CALL TO ORDER:**

The meeting was called to order at 3:34 p.m. by Chairman Braddy.

**2. ROLL CALL & DETERMINATION OF QUORUM:**

Chairman	Roy Braddy	Present
Vice Chairman	John "Jack" Kesler	Present
Sub-Committee Member	Joe Cerrato	Present
Sub-Committee Member	Bob Desmond	Absent (excused)
Sub-Committee Member	Jean Guida	Present
Staff Liaison	Jerry Mayes	Present

Also present: None

**3. PLEDGE OF ALLEGIANCE:** Pledge was recited.

**4. APPROVAL OF MINUTES & AGENDA:**

**A. Adoption of the Minutes – September 14, 2012:**

Chairman Braddy asked if everyone had a chance to review the minutes from September 14, 2012 and if there was any discussion; if not a motion is in order. Ms. Guida stated there was a typo on page 1, line 52; echo should be eco and also on page 3, lines 39 and 40 the sentence should read; He added he has also worked on some water conservation projects and gave an example for a water supply project.

**Motion was made by Mr. Kesler, seconded by Ms. Guida to approve the minutes for September 14, 2012 as amended.**

**Motion carried with members present voting unanimous.**

**B. Additions or Deletions to the Agenda:** None

**5. WELCOME OF GUESTS & PUBLIC:** None

**6. CITY LIAISON REPORT:**

**A. Report on Micro-Incubator Location:**

Mr. Mayes referred the sub-committee to the handout showing the layout of the possible micro-incubator located at the Storaway Self Storage facility and went over the specifics. He stated Mr. Hardmon, the general manager told him they would be moving ahead with the renovations to accommodate the micro-incubator and in the near future he would be getting with Mr. Mayes regarding what they are looking for rent wise. He stated once he receives the go ahead he hoped the sub-committee will have worked through and come up with a plan so that we will be able to put something in front of the Commission. He stated we may not want to wait until the Quarterly Report but ask for a time slot at a Commission Workshop. He stated one of the things the sub-committee could ask is whether the City would consider subsidizing the rent for the companies which is often done with micro-incubators. He suggested that the City could

require the business owners to agree to attend business classes on getting started, advertising, bookkeeping, as well as the required paperwork for hiring employees, etc. in return for the subsidy. He added another benchmark for the businesses will be that they must create jobs adding that these classes will assist them as we are not interested in just moving someone out of a home business into the micro-incubator; this is for job creation. The sub-committee members had some questions but Mr. Mayes suggested waiting to address them after he completes his reports.

**B. Report on Eco-Economic Meeting(s):**

Mr. Mayes gave a report on his meeting with Mark Hoenstein, the Economic Development person for Progress Energy/Duke Energy. He stated part of the discussions concerned his desire to contact all the stakeholders including the people who use the trails, companies, residents and property owners to get input as to what they would like to see in the lakeshore area. He stated Mr. Hoenstein agreed to look up and supply the name and contact information for their real estate person and their ecologist/biologist. He suggested the next meeting be conducted with the Enterprise Preservation Society and then the Methodist Children's Home holding the City of DeBary out a little longer as they are another municipality. He added he hoped he could find someone who could be the spokesperson for the residents/property owners. He stated he will continue to move forward and report back to the sub-committee after each meeting.

**C. Report on DEDAB Officer Elections:**

Mr. Mayes reported that Mr. Cerrato was elected to serve as Chair of DEDAB and congratulations were in order. He added that Rick Dimeter of TD Bank was elected as Vice Chair. He stated having said that, we have the election of officers for the sub-committee coming up at the November 9<sup>th</sup> meeting. He reminded the members that there had been discussion previously that if a person was holding a position they should not be able to retain that position because we wanted to train people to take positions throughout the system. He suggested however that we need to take into consideration that Mr. Braddy and Mr. Kesler have only been in their positions for a short time. He added since we have a quorum today he would accept a motion and a positive vote by majority if the sub-committee wanted to waive the idea of disallowing Mr. Braddy and Mr. Kesler to remain in their positions should they want to. He stated this would not be the actual election today; it would simply be the sub-committees approval of these two officers retaining their positions if they chose to do so. He pointed out there was one caveat from this morning's meeting where he would like Mr. Kesler to chair at least one meeting each quarter since his position is vice chair and is only able to run the meeting in Mr. Braddy's absence.

**Motion was made by Mr. Cerrato to waive the stipulation that was previously included and to recommend that Mr. Braddy and Mr. Kesler remain in their positions and be nominated at the next meeting.** Mr. Mayes asked for a point of order to confirm that Mr. Cerrato's motion had two parts; part one would be the sub-committee waiving the stipulation and the second part would be to hold the election and have Mr. Braddy and Mr. Kesler remain in their positions. Mr. Cerrato answered that was correct. **The motion was seconded by Ms. Guida.**

**Motion carried with members present voting unanimously.**

Mr. Mayes stated this finishes the City Liaison's report and asked Mr. Braddy to continue with the meeting under New Business Item 8C while he writes out a statement for Mr. Braddy to read.

**7. OLD BUSINESS:**

**A. Report from Attending Public Sector Participants:**

No discussion at this time as there were not any public participants in attendance.

**8. NEW BUSINESS:**

**C. Discussion for Both Sub-Committee Tasks:**

Mr. Braddy stated he would like to discuss a few questions he had resulting from Mr. Mayes' report regarding the micro-incubator. He stated he thought the sub-committee was going to contact an institution of higher learning to partner with the City to monitor the micro-incubator and set the criteria for the businesses to qualify or did he misunderstand the process discussed. He suggested if that is the process they should move forward and find an institution. He asked if there was agreement to bring someone in and confirm this before we go to DEDAB and then to the Commission. He also questioned if the manager of the Storaway Self Storage facility was moving forward with the work without any commitment. Mr. Mayes confirmed that no commitment has been made. He stated that the general manager had indicated it was going to be an office/condo suite anyway and he would love for the City to utilize it for the micro-incubator. Mr. Cerrato asked at what stage in the process the sub-committee would need to contact Daytona State as it appears we are moving ahead quickly. Mr. Mayes stated he normally meets with Daytona State about every two weeks as he is a co-chair/team leader of the Daytona State/City of Deltona Unity Team where they discuss mutual interests. He stated if Daytona State decided they would not be able to partner he would immediately approach Stetson University or Embry Riddle. Chairman Braddy suggested Mr. Mayes ask Daytona State to assign a point of contact to this task and if they are not willing he believed that would indicate they have no interest at which point the sub-committee should move on to ask someone else. He stated he recalled that Mr. Mayes had said he had some outside interest in the micro-incubator. Mr. Mayes stated he did have a plumber and an electrician who had stated they would like to be in the micro-incubator as well as a light manufacturer of furniture but there is no capability for light manufacturing at this location. He stated this would be an office only facility with the option for the business to rent a bay to park vehicles or store equipment. Chairman Braddy suggested maybe those interested parties may want to come to a meeting as public participants to hear about what we are doing and we could possibly get some feedback from them. Mr. Mayes stated what he is getting from the discussion is that he is to ask Daytona State to appoint a contact person as a business education representative for the micro-incubator and invite several small business owners to our meetings. Chairman Braddy suggested meeting with Daytona State first to establish criteria before inviting business owners. Mr. Cerrato asked what the sub-committee would need to prepare to set up a workshop with the City Commission. Mr. Mayes suggested if there are several business owners signed up for the micro-incubator that would carry some weight and there is a lot of work that needs to be done before scheduling a workshop. He suggested there would be a quarterly report given in January 2013 and a recommendation could possibly be made at that time. Chairman Braddy suggested asking Daytona State to the next meeting. Mr. Mayes stated he will ask Daytona State to appoint a contact person and invite that person to the November 9<sup>th</sup> meeting.

**A. Notifications of Nominations for Sub-Committee Officers for 2013:**

Mr. Mayes stated at this time Chairman Braddy would need to read a statement that he had prepared. Chairman Braddy read "I, Roy Braddy as Chairperson for the Lakeshore Eco-Economic & Micro-Incubator Study Sub-Committee do hereby certify that the Sub-Committee Elections were held on this date, October 12, 2012 with the election of Roy Braddy as Chair and Jack Kesler as Vice Chair to serve for the year 2013".

Chairman Braddy asked if anyone wanted to comment on the lakeshore project. Mr. Mayes stated he would continue to meet with the Progress/Duke Energy people as he is introduced and will go ahead with trying to set up a meeting with the Enterprise Historical Preservation Society to get their feedback. Mr. Cerrato suggested once Mr. Mayes has a date and time he should start at the top of the list of sub-committee members and work his way down to see who is available.

**B. Sub-Committee Officer Elections to be Held November 9, 2012:**

Topic discussed previously under Item 6C.

**9. MEMBER COMMENTS:**

Vice Chair Kesler commented about the shopping center on Deltona Blvd. and asked if there were store fronts on the backside as well. Mr. Mayes answered there are not but the parking in the rear of the building is used by employees and people going to the businesses in the breezeway. He stated he believed that shopping center was about 75% unoccupied and is part of the CRA that City Staff is working on at this time; it was just designated a brownfield for State incentives for employment and it is called the Deltona Blvd. Economic Development Zone. Vice Chairman Kesler asked if it could also be used for a micro-incubator. Mr. Mayes answered the property manager is not interested in monitoring a program of that type.

Mr. Cerrato congratulated Mr. Braddy and Mr. Kesler and commented that at each meeting he becomes more motivated by the progress with the micro-incubator and is very excited about moving forward.

Ms. Guida commented she loves this as she has not ever been involved with anything like this and she has never seen anything develop with this much interest. She added Deltona has been a bedroom community for too long and it is about time for residents are able to work, live and play here.

Chairman Braddy commented we have two projects that are moving from concept to reality to offer to the Commission and we need to keep focused on the greater good.

**10. PUBLIC COMMENTS:** None

**11. CONFIRMATION OF NEXT MEETING DATE, TIME AND LOCATION.**

Next meeting scheduled for Friday, November 9, 2012 at 3:30 p.m. in the 2<sup>nd</sup> Floor Conference Room.

**12. ADJOURNMENT:**

**Motion was made by Vice Chair Kesler, seconded by Ms. Guida to adjourn the meeting.**

**Motion carried with members present voting unanimously.**

**Meeting adjourned at 4:20 p.m.**

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**Roy Braddy, Chairman**

**ATTEST:**

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**Janet Day, Admin. Assistant II**